

KWYE SOCIAL MEDIA MESSAGING

CALENDAR OF SOCIAL MEDIA MESSAGES ABOUT
RESPONSIBLE DRINKING FOR APRIL 2013-MARCH 2014

DRINK RESPONSIBLY.

**KEEP WHAT
YOU'VE EARNED**

KEEP WHAT YOU'VE EARNED SOCIAL MEDIA MESSAGING

ABOUT THE KWYE SOCIAL MEDIA CALENDAR

This social media calendar provides short, concise messaging for DAPAs, ADCOs, PAOs, health educators and Navy leadership to share with Sailors through digital channels from April 2013 – March 2014. These messages will help Sailors make safe, responsible drinking decisions as part of the Keep What You've Earned campaign.

Research shows that 18- to 24-year-old Sailors are active on social media, receive much of their information from these channels, and are more receptive to messages on peer-to-peer networks. These messages are intended to keep the campaign new and fresh each week, and have been intentionally kept brief for digital consumption (Note: in many cases, a shorter version for Twitter is provided that fits the networks' 140 character limit).


In order to provide messaging that can be posted “as is” to social media sites, hashtags and graphics have been suggested. Additionally, please consider the following hashtags when posting your own alcohol abuse prevention messages to fit your community: #drinkresponsibly #YouveEarnedIt #DontWasteIt #KeepWhatYouveEarned #knowyourlimit #DontDrinkandDrive #drinksmart


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April 2013

Date	March 31 – April 1
Post	Don't be a fool this April Fool's Day. Know the myths and facts about the consequences of drinking. #aprilfools
Link	http://rethinkingdrinking.niaaa.nih.gov/default.asp
Image	
Image Link	http://flic.kr/p/e75Riy

Date	First week of April
Post	<p>"I've been a Sailor at heart a lot longer than I've worn the uniform." (Seaman Recruit) Be proud to be a Sailor—not everyone can. You've earned it. Don't waste it all on one "good time" with too much alcohol.</p> <p>Twitter: Be proud to be a Sailor. Not everyone can. You've earned it. #DontWastelt</p>
Image	
Image Link	http://flic.kr/p/e75v9J

Date	April 5 - 7
Post	April 5-7 is Alcohol Free Weekend, Dedicate it to someone you know who has struggled with making responsible drinking choices.
Image	n/a


Date	Second week of April
Post	Going out tonight? Decide how many drinks you want to have before you go out and then pace yourself at the bar. #drinkresponsibly
Image	n/a

Date	Third week of April
Post	<p>April is Alcohol Awareness Month. If you think a friend needs help, don't wait until they hit rock bottom. Speak to your Command DAPA for advice and assistance. "Help for today. Hope for tomorrow"</p> <p>Twitter: If you think a friend may have a problem with alcohol, don't wait until they hit rock bottom. Speak to your Command DAPA for advice.</p>
Link	http://rethinkingdrinking.niaaa.nih.gov/Support/ChooseYourApproach.asp


Date	Fourth week of April
Post	<p>Alcohol is present in many sexual assault cases and is the most frequently used predatory drug. Look out for friends and shipmates when you're drinking together. #SAAM</p> <p>Twitter: Alcohol is present in many sexual assault cases. Look out for friends and shipmates when you're drinking together. #SAAM</p>
Image	n/a

May 2013

Date	First Week of May
Post	<p>This summer, remember that warmer weather and more sun dehydrate the body more rapidly. For every alcoholic drink you have, drink a glass of water.</p> <p>Twitter: This summer, remember the sun and warmth can dehydrate you more quickly. If you're out drinking have water in between drinks. #drinksmart</p>
Image	
Image Link	http://flic.kr/p/eKvRfx

Date	May 9 – 12
Post	Make your mom proud this Mother's Day by making smart choices when drinking. #DontDrinkAndDrive #happymothersday
Image	
Image Source	U.S. Navy photo by Mass Communication Specialist 2nd Class Joshua T. Rodriguez/Released
Image Link	http://flic.kr/p/e762dU

Date	Third Week of May
Post	<p>Did you know: Among persons age 18 to 25, the rate of driving under the influence has decreased since 2009. Keep up the good work, and keep what you've earned!</p> <p>Twitter: Did you know that since 2009 the rate of DUI's has gone down for adults 18-25? Keep up the good work. #KeepWhatYouveEarned</p>
Image	
Image Link	http://flic.kr/p/e6YV9F

Date	Third Week of May
Post	<p>May is Sleep Awareness Month. The majority of people don't realize that sleep problems can be caused by alcohol. Drinking too much disrupts your REM cycle causing you to wake up feeling less refreshed to take on the day.</p> <p>Twitter: Drinking alcohol of any amount can disrupt your sleep schedule. #knowyourlimit #sleepmatters</p>
Image	
Image Link	http://flic.kr/p/e7L6Tp


Date	Fourth Week of May
Post	Alcohol-related traffic fatalities double over Memorial Day Weekend. Remember, drinking and driving endangers everyone on the road.
Image	
Image Link	http://flic.kr/p/e75vbj


Date	May 23-24
Post	<p>Memorial Day is meant to honor your fallen brothers and sisters in the service. Show them respect by making responsible drinking decisions and keeping yourself out of harm's way.</p> <p>Twitter: This Memorial Day, honor your fallen brothers and sisters by making responsible drinking decisions. #DontWastelt</p>
Image	
Image Source	Photo on U.S. Navy Flickr page. Some rights reserved by Official U.S. Navy Imagery.
Image Link	http://flic.kr/p/e6Zo8Z

June 2013

Date	First week of June
Post	A DUI/AI could cost you an anchor or chevron. Earn rank—not a reputation. #KeepWhatYouveEarned
Image	
Image Link	http://flic.kr/p/eKHg6A


Date	Second week of June
Post	Set professional goals for yourself and take pride in your Navy career. Don't ruin it with an alcohol incident. #YouEarnedIt #DontWasteIt
Image	
Image Link	http://flic.kr/p/e75vcN

Date	Third week of June
Post	<p>Your first few months in the Navy can be very challenging. You earned your career as a Sailor. Would getting drunk one night be worth the risk of losing it all? #DontWastelt</p> <p>Twitter: You worked hard to pass the Navy's written and physical readiness tests. You earned your career as a Sailor. #YouveEarnedIt #DontWastelt</p>
Image	
Image Link	http://flic.kr/p/e75vaj

Date	Fourth Week of June
Post	Headed to the beach? There are plenty of places to walk to in beach towns, so leave your car at home! #drinkresponsibly #havefun
Image	
Image Link	http://flic.kr/p/eKHg63

July 2013

Date	July 2 - 4
Post	The US Navy is one of the nation's most historic organizations. Represent the Navy well—make responsible drinking choices. #July4th
Image	
Image Source	DefenseMediaNetwork; U.S. Navy photo by Mass Communication Specialist 2nd Class Joshua J. Wahl
Image Link	http://flic.kr/p/e6Zo82


Date	Second Week of July
Post	<p>Looking for something fun to do when you're bored? Check out the Keep What You've Earned mobile app game for Apple and Android devices—visit your iTunes or Google Play app store to download.</p> <p>Twitter: Looking for something fun and different to do this weekend? Check out the Keep What You've Earned mobile app on your iPhone or Android</p>
Image	
Image Link	http://flic.kr/p/e7627Q

Date	Third Week of July
Post	<p>Drivers with blood alcohol content of .08 or above are considered intoxicated in every state. You may reach this limit faster than you think—even one drink could affect your ability to drive safely and react in time. #knowyourlimit</p> <p>Twitter: If you have BAC of .08, you're over the legal limit to drive in EVERY STATE. You may reach that limit faster than you think #knowyourlimit</p>
Link	http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CalculatorsMain.asp


Date	Fourth Week of July
Post	Did you know: Alcohol-related traffic fatalities are 55% higher on Sundays than other days of the week. Keep yourself and others safe every day of the week. #DontDrinkandDrive
Image	
Image Link	http://flic.kr/p/e75y3J


August 2013

Date	First Week of August
Post	Fact or fiction: "I can stop drinking anytime I want to." Maybe you can, but it's just an excuse to keep drinking. #knowyourlimit
Image	n/a


Date	Second Week of August
Post	<p>As a Sailor, you have proved your loyalty and willingness to sacrifice for others. But when you drink too much, you may not realize how much you can hurt the people around you—especially those closest to you. #knowyourlimit</p> <p>Twitter: When you drink too much, you may not realize how much you can hurt the people around you—especially those closest to you. #knowyourlimit</p>
Image	
Image Link	http://flic.kr/p/e6YSgM

Date	Third Week of August
Post	<p>Changing a habit like drinking takes time and hard work. If you relapse, don't stop or give up, just get yourself back on track and try again.</p> <p>Twitter: If you're trying to change your drinking habits, don't get discouraged and don't give up! If you relapse you still can get back on track. #KeepWhatYouveEarned</p>
Link	http://rethinkingdrinking.niaaa.nih.gov/Strategies/TipsToTry.asp


Date	Fourth Week of August
Post	Play a game of darts or pool while you drink to help slow you down. Better yet burn those calories by dancing! #drinkresponsibly
Image	
Image Link	http://flic.kr/p/e6Zfq8

Date	Fifth Week of August
Post	<p>Get out of the habit of drinking because you are stressed or bored. Look for other ways to relax. Activities like swimming or bowling will make you feel better and don't involve a hangover.</p> <p>Twitter: Get out of the habit of drinking because you're bored. Swimming or bowling will make you feel better and don't involve a hangover.</p>
Image	
Image Link	http://flic.kr/p/e6Zdtr

September 2013

Date	September 1 - 2
Post	<p>Happy Labor Day! Celebrate your hard work and dedication to the Navy. Make responsible decisions, and find ways to celebrate outside of the bar.</p> <p>Twitter: Happy Labor Day! Celebrate your hard work and dedication to the Navy, but remember to drink responsibly. #YouveEarnedIt #DontWasteIt</p>
Image	
Image Link	http://flic.kr/p/e6ZdyD

Date	First week of September (Pay Day)
Post	<p>Did you know: The average price of a beer at a bar or restaurant is \$3.75. If you go out every weekend and buy 6 beers you could spend almost \$100 a month or \$1,200 a year on beer!</p> <p>Twitter: Going out for six beers per week costs almost \$100 a month or \$1,200 year #DontWastelt</p>
Image	
Image Link	http://flic.kr/p/e75xLd


Date	Second Week in September
Post	<p>As a Sailor, you are challenged at the workplace every day. You worked hard to get here, and one poor decision with alcohol could carry multiple consequences. #KeepWhatYouveEarned</p> <p>Twitter: Sailors: You work hard every day to protect your country. Make smart decisions on the weekend, too. #drinkresponsibly</p>
Image	
Image Link	http://flic.kr/p/e75v9N

Date	Third Week in September
Post	Did you know that binge drinking has decreased among military personnel over the last few years? Keep up the good work! #FistBump
Image	
Image Link	http://flic.kr/p/e75xYW

Date	Fourth Week in September
Post	Keep track of your drinking—set a limit before you start. Try 3 drinks/week or 2 drinks/night.
Link	http://rethinkingdrinking.niaaa.nih.gov/ItsUpToYou/ReadyOrNot.asp

October 2013

Date	First Week in October
Post	Did you know: In 2011, one person died every 53 minutes in an alcohol-related car accident. Save a life. #DontDrinkAndDrive
Image	
Image Link	http://flic.kr/p/e6YV4R

Date	October 13
Post	<p>Celebrate the Navy's birthday this October by creating a safer environment for all. Celebrate your achievements and maintain fleet readiness by drinking responsibly.</p> <p>Twitter: Happy Birthday to the Navy! Celebrate your achievements and be responsible if you choose to drink. #YouveEarnedIt #DontWasteIt</p>
Image	
Image Source	Defense Imagery (111014-M-LU513-092) by Cpl Katherine M. Solano
Image Link	http://flic.kr/p/e6ZofV

Date	Third Week of October (Pay Day)
Post	<p>Did you know: The average cost of a case (24-pack) of beer is around \$15. If you bought a case of beer every weekend, you would spend \$780 a year. Save money—don't drink in excess.</p> <p>Twitter: The average cost of a case (24-pack) of beer is \$15. If you bought a case of beer every weekend you'd spend \$780/year. #DontWastelt</p>
Image	
Image Link	http://flic.kr/p/e6YV2X


Date	October 29 - 31
Post	<p>Happy Halloween! As a member of your community, help keep the families and children who will be out after dark trick-or-treating safe. Don't let your friends and shipmates drink and drive.</p> <p>Twitter: Happy Halloween! Help keep trick-or-treaters safe. Don't let your friends drink and drive.</p>
Image	
Image Link	http://flic.kr/p/e7RLD9

November 2013

Date	First Week of November
Post	<p>Did you know: If you buy alcohol for a minor, you could face thousands of dollars in fines and jail time. Don't be an enabler—keep our underage Sailors safe and sober.</p> <p>Twitter: If you are 21 and up, don't be an enabler—keep our underage Sailors safe and sober. #drinkresponsibly</p>
Image	
Image Link	http://flic.kr/p/e6YV1i

Date	Second Week of November
Post	<p>Make a healthy choice this weekend by cutting back your alcohol intake by one drink/night. This will save you both money and calories!</p>
Link	http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CalorieCalculator.asp

Date	Third Week of November
Post	<p>Did you know: Thanksgiving break is the most deadly four-day holiday period on American roads. Be aware of other drivers on the road that may be impaired. And be thankful for family and friends.</p> <p>Twitter: Thanksgiving break is the most deadly four-day holiday period on American roads. Drive safe. Be thankful. #DontDrinkAndDrive</p>
Image	
Image Link	http://flic.kr/p/e6YUYp

Date	Fourth Week of November
Post	<p>Holidays got you feeling stressed? Try one of these stress reduction tips: go for a run, take a yoga class on YouTube, go for a walk around base or participate in a group exercise class. Drinking is not a solution.</p> <p>Twitter: Don't let holiday stress drive you to the bar. Instead, try taking a group exercise class like kickboxing or yoga. #KeepWhatYouveEarned</p>
Image	
Image Source	Defense Imagery (111125-M-MM918-005) By Cpl. Reece Lodder
Image Link	http://flic.kr/p/e762eu


Date	Fifth Week of November
Post	Did you know alcohol can be a gateway drug? People who drink are more likely to use illicit drugs. Drink responsibly, and you can avoid making career-ending decisions while you're impaired. #DontWasteIt
Image	
Image Link	http://flic.kr/p/e75y1G

December 2013

Date	First Week of December
Post	<p>If you plan on hosting a party this weekend, remember to serve food if you are serving alcohol. Impress guests with your culinary skills—not how much you can drink. #drinkresponsibly</p> <p>Twitter: Hosting a party? Remember to serve food if you're serving alcohol and impress your guests with your culinary creations!</p>
Image	n/a

Date	Second Week of December
Post	<p>Did you know: The younger you start drinking alcohol, the more likely you are to be a “risky” drinker. If you started drinking before age 21, take note of your current drinking habits—they may be more detrimental than you think.</p> <p>Twitter: If you started drinking before you were 21, you are more likely to be a risky drinker. Take note of your drinking habits #drinks mart</p>
Image	
Image Link	http://flic.kr/p/e6YVb2

Date	Third Week of December
Post	<p>Instead of heading to a bar this weekend, go to a local festival or holiday event. Check out www.navymwr.org for ideas.</p>
Image	
Link	www.navymwr.org
Image Link	http://flic.kr/p/e7627o

Date	Fourth Week of December
Post	The winter holidays provide many reasons to celebrate, but be wary of drunk drivers on the road. #besafe and #drinkresponsibly
Image	
Image Link	http://flic.kr/p/e6ZdqV

January 2014

Date	First week of January
Post	<p>Start off the New Year with a healthy living resolution! Make healthy drinking decisions. Challenge: If you plan to drink this weekend, cut your intake by half.</p> <p>Twitter: Trying to get healthy for New Year's? Cut down your alcohol intake and you may be surprised how good you feel #resolutions</p>
Image	
Image Link	http://flic.kr/p/e75Swj

Date	Second week of January
Post	Want to save some money this year? Use this tool to figure out how much you may spend on alcohol. #drinkresponsibly
Link	http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/AlcoholSpendingCalculator.asp

Date	Third week of January
Post	Is your New Year's resolution to lose weight? You may be surprised by how many calories you consume through alcohol. Calculate your calories at:
Link	http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CalorieCalculator.asp


Date	Fourth week of January
Post	Another week of hard work and dedication has come to an end! Make smart decisions this weekend #drinkresponsibly
Image	
Image Link	http://flic.kr/p/e75vbS

Date	Fifth week of January
Post	How well do you know your local community? Don't waste your weekend in a bar—check out some of the tourist spots instead. #DontWastelt
Image	n/a

February 2014

Date	Week before Super Bowl Sunday
Post	Hosting a #SuperBowl party? Serve food if you're serving alcohol. Find tips for being a responsible host at www.nadap.navy.mil
Image	
Image Link	http://flic.kr/p/e75SUh

Date	Superbowl Sunday
Post	Super Bowl Sunday is infamously known as a big "house party" day. The cops know this too. Remember to #drinkresponsibly
Image	
Image Link	http://flic.kr/p/e75vcm

Date	February 12 - 14
Post	Got plans with a special someone for Valentine's Day? If you are both drinking, plan ahead for a safe ride home. #XOXO #ValentinesDay
Image	
Image Link	http://flic.kr/p/e6ZeAe

Date	Third Week of February
Post	<p>This month have each one of your friends commit to one night of designated driving. Fun for everyone—while keeping what you've earned. And don't let your friends down by backing out on your promise either.</p> <p>Twitter: Challenge: this month take turns being designated driver with your friends and get home safely #DontDrinkandDrive</p>
Image	
Image Link	http://flic.kr/p/eKvRe2

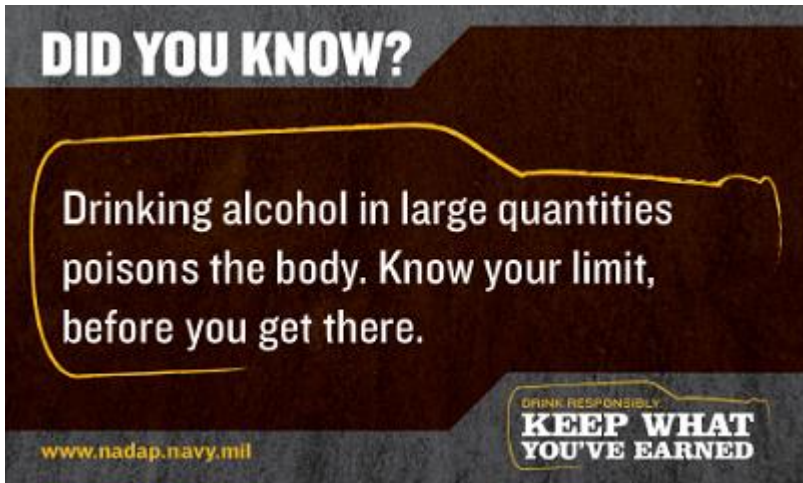
Date	Fourth Week of February
Post	<p>If you're looking for something to pass the time this weekend, try downloading the Keep What You've Earned mobile app. Have a competition within your barracks to see who can get the highest score over the weekend and let us know who wins on Monday.</p> <p>Twitter: Looking for something to pass the time? Try downloading the Keep What You've Earned mobile app. Don't forget to share your highest score!</p>
Image	n/a

March 2014

Date	First Week of March
Post	It's National Nutrition Month: Did you know even a light beer is about 100 calories? Calculate your calories at:
Link	http://rethinkingdrinking.niaaa.nih.gov/ToolsResources/CalorieCalculator.asp

Date	Second Week of March
Post	<p>Did you know: 40% of heavy drinkers in the Navy reported alcohol-related productivity loss, such as trouble concentrating, compared with only 5% of responsible drinkers.</p> <p>Twitter: Compared to heavy drinkers, responsible drinkers report less productivity loss. #YouveEarnedIt #DontWasteIt</p>
Image	
Image Link	http://flic.kr/p/e6YUVc

Date	March 14 - 17
Post	<p>Think St. Patty's Day is all about copious amounts of alcohol? Think again. On St. Patrick's Day, 4 out of 5 adults don't consume alcohol. Wear green and host an Irish feast instead.</p> <p>Twitter: Not everyone gets wasted on St. Patty's Day. Only 1 out of 5 people drink to celebrate. Host an Irish feast instead! #cleanfun</p>
Image	
Image Link	http://flic.kr/p/e75Rof

Date	March 18 - 24
Post	<p>It's National Inhalants and Poisons Awareness Week. Remember: Drinking alcohol in large quantities poisons the body and can have severe consequences, like suffocating on your own vomit. Know your limit, before you get there.</p> <p>Twitter: For National Inhalants and Poisons Awareness Week, remember that alcohol is a poison when consumed in large quantities #knowyourlimit</p>
Image	
Image Link	http://flic.kr/p/e6YUUe

Date	Fourth Week of March
Post	<p>Losing half a month's pay is just one potential consequence of getting a DUI/AI. You've earned your pay—don't lose it. #KeepWhatYouveEarned</p>
Image	
Image Link	http://flic.kr/p/e75vc3